

We claim:

1. A multi media user interface for providing affinity based categorization of internet or television content comprising:

a plurality of affinity based categorizations, each associated with a character emblematic of a specific category, and based on a personality type, historical personality, caricature, stereotypical character, celebrity or personality that a user identifies with or is drawn to; and

a universe of content existing on the Internet or media broadcast space, wherein each character is associated with and mediates a subset of the universe of content;

means for selecting the affinity group character; and

means for displaying the selected character and the content associated with the selected character on a multimedia display device such as a web TV display, headset display, PDA or the like.

2. A system according to claim 1 whereby said Internet and broadcast media content is filtered through the affinity group character such that selection of a particular character accesses a subset of internet and broadcast media content.
3. A system according to claim 1 whereby selection of the affinity character defines broadcast media and Internet content which is available for viewing when said character is selected.
4. A system according to claim 1 further comprising means for targeting broadcast programming to a desired audience by associating the broadcast programming with the affinity group character selected by that audience.

5. A system according to claim 1 further comprising means for providing advertising content to a target audience by associating the advertising content with the affinity group character selected by the target audience.

6. A multi media user interface including a plurality of affinity based characters comprising:

a plurality of affinity based categorizations, each associated with a character emblematic of a specific category, such that each category represents an affinity group having like preferences; and

each character is associated with a specific subset of a universe of content

existing on the Internet or media broadcast space;

feedback means associated with each character for storing character / user interaction information, such as the number of times the character is selected for viewing by users and the duration of time for each selection;

means responsive to said feedback means for determining allocation of advertising content based on said stored character / user interaction information ; and

means for displaying the affinity characters and content associated with the character on a multimedia display device such as a web TV display, headset display, PDA, or the like.

7. A system according to claim 6 wherein said interaction information includes: number of times each affinity group character is selected, time viewers spend interacting with each character, number of users selecting each character.

8. A system as in claim 6 wherein feedback means includes active feedback means for recording a character's history of interactions with a user for implementing like

interactions such that a virtual relationship between an affinity character and user is established.

9. A system as in claim 6 wherein feedback means provides information about the content preferences of users selecting a particular affinity group character such that user privacy is protected.
10. A system as in claim 6 wherein feedback means provides sponsors with commercial preferences of users selecting a particular affinity group character.
11. A system as in claim 6 wherein the feedback means further comprises means for enabling a user to interact with an affinity character during the display of advertising content and through said interaction, effects alteration of the advertising content display.
12. A system as in claim 6 wherein feedback means comprises means for tracking an affinity character's interaction with a user, such that tracking interactions of the affinity character acts as a buffer to protect user privacy and anonymity.
13. A system as in claim 6 wherein feedback means further comprises non-intrusive and non-privacy invasive means for providing sponsors with information of commercial value by user selection.
14. A system as in claim 6 wherein feedback means provides sponsors with intelligence by which internet and broadcast viewing content can be filtered and advertising content presentation can be tailored.
15. A system as in claim 6 wherein the selection of the affinity character further comprises means for selecting and storing broadcast content for later playback to the user making the selection.
16. A multi media user interface comprising:
 - a display for displaying internet and broadcast media content;

a plurality of affinity group characters, provided on said display for viewer selection such that a viewer selects a character he identifies or is otherwise drawn to, and the selected character then hosts the broadcast media content for the user;

a means for associating one or more subsets of broadcast and media content with each affinity group character, such that selection of that character enables viewing of corresponding broadcast and media content associated with the selected character;

means for enabling interaction between the viewer and the selected affinity group character wherein the interaction relates to and further amplifies the broadcast and media content hosted by that character.

17. A multi media user interface according to claim 16 wherein said interaction with the affinity group character comprises the display of advertising content relating to what is seen on the display.